

CLAIMS

1. An interactive method for generating a supplementary, program-related output, comprising:

- 5 obtaining a programming signal;
- obtaining a supplementary, program-related data signal;
- combining said programming signal and said supplementary, program-related data signal into a broadcast signal;
- broadcasting said broadcast signal from a program signal
- 10 source;
- receiving said broadcast signal;
- performing said programming signal of the received broadcast signal with reproduction equipment for an audience;
- storing said supplementary, program-related data signal of the received broadcast signal;
- enabling retrieval of said stored supplementary, program-related data signal interactively with said programming signal being performed; and
- responding to a control signal actuated by a member of said
- 20 audience tuned to said programming signal being performed to interactively retrieve said stored supplementary, program-related data signal and to generate said supplementary, program-related output.

2. The interactive method of claim 1, wherein said supplementary, program-related data signal includes all data necessary to produce a human-perceptible output.

3. The interactive method of claim 2, wherein said output of said stored supplementary, program-related data signal comprises printing.

4. The interactive method of claim 2, wherein said output of said stored supplementary, program-related data signal comprises electronic recordal in a portable device adapted for use in a reader.

5. The interactive method of claim 2, wherein said programming signal is for a commercial to advertise a product, said human-perceptible output is a reward related to purchase of said product, and said supplementary, program-related data signal is a reward data signal.

6. The interactive method of claim 5, wherein said human-perceptible output produced from said reward data signal is a discount coupon.

7. The interactive method of claim 1, wherein said control
5 signal is generated by a handheld, remote control device.

8. The interactive method of claim 1, further comprising
generating an indication responsive to said supplementary,
program-related data signal being received in said broadcast
signal to alert the audience that such a supplementary, program-
5 related output is interactively available with the received
programming signal being performed.

9. The interactive method of claim 8, wherein said
indication is visual.

10. The interactive method of claim 1, wherein a plurality
of supplementary, program-related outputs can be generated as a
combination of common output data and specific output data, with
said common output data being common to at least two of said
5 outputs, and said specific output data being unique to said
outputs, respectively;

wherein said supplementary, program-related data signal
combined with said programming signal includes said specific
output data;

10 wherein said common output data is pre-stored locally with
respective members of said audience for retrieval rather than
being broadcast with said programming signal; and

 wherein said pre-stored common output data is retrieved and
combined with said received specific output data to generate said
15 supplementary, program-related output in response to said control
signal.

11. An interactive method for generating a supplementary,
program-related output from a broadcast signal that is a
combination of a programming signal and a supplementary, program-
related data signal, said method comprising:

receiving said broadcast signal;

performing said programming signal of the received broadcast
signal with reproduction equipment for an audience;

storing said supplementary, program-related data signal of
the received broadcast signal;

enabling retrieval of said stored supplementary, program-
related data signal interactively with said programming signal
being performed; and

responding to a control signal actuated by a member of said
audience tuned to said programming signal being performed to
interactively retrieve said stored supplementary, program-related
data signal and to generate said supplementary, program-related
output.

12. The interactive method of claim 11, wherein said supplementary, program-related data signal includes all data necessary to produce a human-perceptible output.

13. The interactive method of claim 12, wherein said output of said stored supplementary, program-related data signal comprises printing.

14. The interactive method of claim 12, wherein said output of said stored supplementary, program-related data signal comprises electronic recordal in a portable device adapted for use in a reader.

15. The interactive method of claim 12, wherein said programming signal is for a commercial to advertise a product, said human-perceptible output is a reward related to purchase of said product, and said supplementary, program-related data signal is a reward data signal.

16. The interactive method of claim 15, wherein said human-perceptible output produced from said reward data signal is a discount coupon.

17. The interactive method of claim 11, wherein said control signal is generated by a handheld, remote control device.

18. The interactive method of claim 11, further comprising generating an indication responsive to said supplementary, program-related data signal being received in said broadcast signal to alert the audience that such a supplementary, program-related output is interactively available with the received programming signal being performed.

19. The interactive method of claim 18, wherein said indication is visual.

20. The interactive method of claim 11, wherein a plurality of supplementary, program-related outputs can be generated as a combination of common output data and specific output data, with said common output data being common to at least two of said outputs and said specific output data being unique to said outputs, respectively, with said supplementary, program-related

data signal combined with said programming signal including said specific output data; said method further comprising:

10 pre-storing said common output data locally with respective members of said audience for retrieval rather than being broadcast with said programming signal; and

15 retrieving and combining said pre-stored common output data with said received specific output data to generate said supplementary, program-related output in response to said control signal.

21. An interactive method for generating a supplementary, program-related output, comprising:

obtaining a programming signal;

obtaining a supplementary, program-related data signal;

combining said programming signal and said supplementary, program-related data signal into a broadcast signal;

broadcasting said broadcast signal from a program signal source;

receiving said broadcast signal;

performing said programming signal of the received broadcast signal with reproduction equipment for an audience;

enabling access to said supplementary, program-related data signal of the received broadcast signal interactively with said programming signal being performed; and

responding to a control signal actuated by a member of said audience tuned to said programming signal being performed to interactively access said supplementary, program-related data signal and to generate said supplementary, program-related output.

22. The interactive method of claim 21, wherein said step of enabling access to said supplementary, program-related data signal comprises storing said supplementary, program-related data signal of the received broadcast signal.

23. An interactive method for generating a supplementary, program-related output, comprising:

obtaining a programming signal;

obtaining a supplementary, program-related data signal;

combining said programming signal and said supplementary,

10 program-related data signal into a broadcast signal;

broadcasting said broadcast signal from a program signal source;

receiving said broadcast signal;

15 performing said programming signal of the received broadcast signal with reproduction equipment for an audience;

storing said supplementary, program-related data signal of the received broadcast signal interactively with said programming signal being performed;

enabling retrieval of said stored supplementary, program-related data signal; and

responding to a control signal actuated by a member of said audience tuned to said programming signal being performed to retrieve said stored supplementary, program-related data signal and to generate said supplementary, program-related output.

24. The interactive method of claim 23, wherein said supplementary, program-related data signal includes all data necessary to produce a human-perceptible output.

25. The interactive method of claim 23, wherein a plurality of supplementary, program-related outputs can be generated as a combination of common output data and specific output data, with said common output data being common to at least two of said outputs, and said specific output data being unique to said outputs, respectively;

wherein said supplementary, program-related data signal combined with said programming signal includes said specific output data;

wherein said common output data is pre-stored locally with respective members of said audience for retrieval rather than being broadcast with said programming signal; and

40 wherein said pre-stored common output data is retrieved and combined with said received specific output data to generate said supplementary, program-related output in response to said control signal.

26. An apparatus for interactively generating a supplementary, program-related output, comprising:

means for obtaining a programming signal;

means for obtaining a supplementary, program-related data signal;

means for combining said programming signal and said supplementary, program-related data signal into a broadcast signal;

10 means for broadcasting said broadcast signal from a program signal source;

means for receiving said broadcast signal;

means for performing said programming signal of the received broadcast signal with reproduction equipment for an audience;

15 means for storing said supplementary, program-related data signal of the received broadcast signal;

means for enabling retrieval of said stored supplementary, program-related data signal interactively with said programming signal being performed; and

20 means for responding to a control signal actuated by a member of said audience tuned to said programming signal being performed to interactively retrieve said stored supplementary, program-related data signal and to generate said supplementary, program-related output.

27. The apparatus of claim 26, wherein said supplementary, program-related data signal includes all data necessary to produce a human-perceptible output.

28. The apparatus of claim 27, wherein said output of said stored supplementary, program-related data signal comprises printing.

29. The apparatus of claim 27, wherein said output of said stored supplementary, program-related data signal comprises electronic recordal in a portable device adapted for use in a reader.

30. The apparatus of claim 27, wherein said programming signal is for a commercial to advertise a product, said human-perceptible output is a reward related to purchase of said product, and said supplementary, program-related data signal is a
5 reward data signal.

31. The apparatus of claim 30, wherein said human-perceptible output produced from said reward data signal is a discount coupon.

32. The apparatus of claim 26, wherein said control signal is generated by a handheld, remote control device.

33. The apparatus of claim 26, further comprising means for generating an indication responsive to said supplementary, program-related data signal being received in said broadcast signal to alert the audience that such a supplementary, program-
5 related output is interactively available with the received programming signal being performed.

34. The apparatus of claim 33, wherein said indication is visual.

35. The apparatus of claim 26, wherein a plurality of supplementary, program-related outputs can be generated as a combination of common output data and specific output data, with said common output data being common to at least two of said outputs, and said specific output data being unique to said outputs, respectively;

wherein said supplementary, program-related data signal combined with said programming signal includes said specific output data;

wherein said common output data is pre-stored locally with respective members of said audience for retrieval rather than being broadcast with said programming signal; and

wherein said pre-stored common output data is retrieved and combined with said received specific output data to generate said supplementary, program-related output in response to said control signal.

36. An apparatus for interactively generating a supplementary, program-related output from a broadcast signal that is a combination of a programming signal and a supplementary, program-related data signal, said apparatus comprising:

means for receiving said broadcast signal;

means for performing said programming signal of the received broadcast signal with reproduction equipment for an audience;

means for storing said supplementary, program-related data signal of the received broadcast signal;

means for enabling retrieval of said stored supplementary, program-related data signal interactively with said programming signal being performed; and

means for responding to a control signal actuated by a member of said audience tuned to said programming signal being performed to interactively retrieve said stored supplementary, program-related data signal and to generate said supplementary, program-related output.

37. An apparatus for interactively generating a supplementary, program-related output from a broadcast signal, comprising:

means for obtaining a programming signal;

means for obtaining a supplementary, program-related data signal;

means for combining said programming signal and said supplementary, program-related data signal into a broadcast signal;

means for broadcasting said broadcast signal from a program signal source;

means for receiving said broadcast signal;

means for performing said programming signal of the received broadcast signal with reproduction equipment for an audience;

means for enabling access to said supplementary, program-related data signal of the received broadcast signal interactively with said programming signal being performed; and

means for responding to a control signal actuated by a member of said audience tuned to said programming signal being performed to interactively access said supplementary, program-related data signal and to generate said supplementary, program-related output.

38. An apparatus for interactively generating a supplementary, program-related output from a broadcast signal, comprising:

means for obtaining a programming signal;

means for obtaining a supplementary, program-related data signal;

means for combining said programming signal and said supplementary, program-related data signal into a broadcast signal;

means for broadcasting said broadcast signal from a program signal source;

means for receiving said broadcast signal;

means for performing said programming signal of the received broadcast signal with reproduction equipment for an audience;

means for storing said supplementary, program-related data signal of the received broadcast signal interactively with said programming signal being performed;

means for enabling retrieval of said stored supplementary, program-related data signal; and

means for responding to a control signal actuated by a member of said audience tuned to said programming signal being performed to retrieve said supplementary, program-related data signal and to generate said supplementary, program-related output.